MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMR3094 – MARKETING IN SERVICE INDUSTRY

(All sections / Groups)

26th May 2017
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This Question paper consists of 4 pages only.
2. **Section A:** Answer all **THREE (3)** questions.

   Section B: Answer any **ONE (1)** of **TWO (2)** questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

SECTION A:
INSTRUCTION: ANSWER ALL THREE (3) QUESTIONS (75 MARKS)

QUESTION 1

The owner of a UNICOLO chain store decided to let her 28-year-old daughter, a health care manager with an MBA degree, to temporarily take command. She is shocked to find that the once-thriving chain store is losing money and realizes that she must package services and goods together at a favorable price. She suspects that improving the performance of the service will be the key to saving the business.

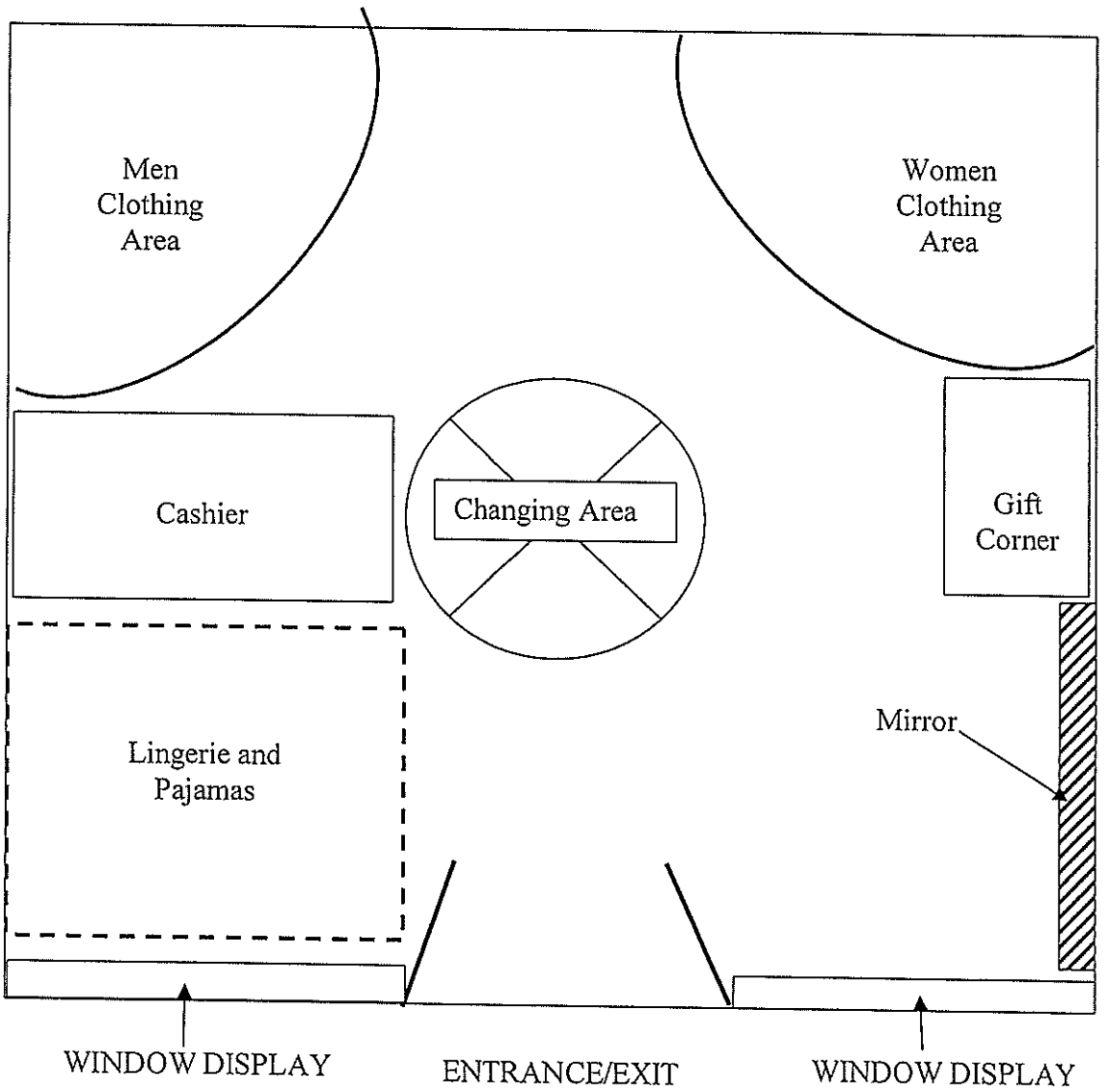

Figure 1

Continued...

In order to explain the implication of service characteristics, with reference to Question 1,

a) Using the servuction model as a point of reference, categorise the FOUR (4) factors that can possibly influence the service encounter of UNICOLO's outlet as per figure 1. Explain how these factors influence the service encounter.

(10 marks)

b) Subsequently, based on servuction model, identify additional FIVE (5) elements that can be added into the outlet to improve the service encounter. Students are required to redraw the layout and add in the additional elements (with proper labelling) in the answer booklet. Each suggestion of new elements must be supported with explanation and example.

(15 marks)
[Total: 25 marks]

QUESTION 2

In order to distinguish the unique characteristics of services,

a) Propose FOUR (4) strategies for Multimedia University in its attempt to minimize the effects of intangibility. Each strategy should be supported with proper arguments and examples. Students are required to propose strategies that can be implemented for improving the delivery process of teaching and learning only.

(10 marks)

b) Why are standardization and quality control difficult to maintain throughout the lecturing delivery process? Propose FOUR (4) strategies to minimize these difficulties. Students are required to suggest workable suggestion with example for each strategy.

(15 marks)
[Total: 25 marks]

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QUESTION 3

Gan Dan has opened MyBurger, a speciality burger restaurant, at MMU, Melaka campus. He wants to maximize the productivity of his staff, as well as to serve customer well in a timely fashion. The process of fulfilling an order involves the tasks based on **1 hour** operation as listed below;

No	Task	Time (Seconds)	Immediate Predecessors	Labour Cost (RM/hr)
A	Take an order at the booth	25	--	8
B	Collect money at the window	20	A	10
C	Gather drinks	35	B	8
D	Assemble burger order	32	B	8
E	Assemble sub order	30	B	8
F	Put drinks, burger and sub in a bag	25	C, D, E	8
G	Give the bag to the customer	10	F	8

In view of planning and developing a good service marketing strategy,

a) Using information as given by Gan Dan, create a Service Blueprint. Students are required to identify the PROCESS TIME and the MAXIMUM OUTPUT/HR for each stage clearly. Calculate the service cost per order.

(6 marks)

b) Which process is the bottleneck?

(2 marks)

c) How many customers (MAXIMUM) can be processed in an hour?

(2 marks)

d) If Gan Dan decides to add one extra station to help out with the bottleneck issue, where should he add the station. Assuming any extra station will cost the same amount (labour cost) to complete the task. Students are required to recalculate the service cost per order.

(10 marks)

e) Compare service cost of a) and d) and advice Gan Dan if adding extra station would add value to his restaurant.

(5 marks)

[Total: 25 marks]

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SECTION B:
INSTRUCTION: ANSWER ANY ONE (1) QUESTION (25 MARKS)

QUESTION 4

In view of applying proper practices and recommendations,

a) Identify any FOUR (4) "principles of waiting" and discuss their significance to managing the consumer's experience with example.

(10 marks)

b) Discuss any THREE (3) strategic role of physical evidence. Justification and examples for each strategic role are required.

(15 marks)
[Total: 25 marks]

QUESTION 5

In view of applying proper practices and recommendations,

a) Discuss the THREE (3) components of perceived justice and how they are used to evaluate a company's service recovery efforts.

(10 marks)

b) Discuss any FIVE (5) strategies for cultivating customer loyalty. Each strategy must be supported with justification and an example.

(15 marks)
[Total: 25 marks]

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